



November 13, 2002

Mr. Jason Kleid, CMS  
The Optimum Company  
24 South Olive Street  
Suite 201  
Waconia, Minnesota 55387

Dear Jason,

I just wanted to take a moment to let you know that the sales training seminar that you presented at the MVE/Chart sales meeting was by far the best I have ever attended.

In a very short period of time, you reviewed the "process involved in selling" and presented a Sales Navigator tool that applied the steps to a particular product line. The tool that you prepared for us has been very helpful but the most valuable lesson was the presentation of the process.

Many of us engage in the process everyday but do not really think about it. We probably miss a step or two routinely. To unite our unconscious selling skills with the techniques of a proven selling process definitely enhances our professionalism and increases our opportunities for sales success! It illustrates the difference between the skilled professional and the peddler.

Best Regards,

A handwritten signature in cursive script that reads "Dorothy S. Boone".

Dorothy S. Boone  
President

DB/pc